



CLICK. ZIP. FAST ROUND TRIP.

We're directing customers to you

This year taxpayers can get their refund in half the time it usually takes just by coming to you and asking for **IRS e-file**. And we're directing these potential customers your way with a new **IRS e-file** campaign that's about to begin.

➤ **We have several IRS e-file materials you can use to build your business:**

- Newspaper** ad for you to imprint your name and phone number.
Available in two sizes: 7 x 10 and 6 7/16 x 5 1/4
- Radio**—:60 and :30 announcer read scripts; just add your name and phone number
- Direct-Mail Post Card**—pre-formatted for you to imprint and send to your customers
- Poster** for your office. Available in two sizes: 8 1/2 x 11 and 11 x 14
- Customer "Q & A" Sheets** for **IRS e-file**
- IRS e-file Stickers** for returns you prepare
- Authorized IRS e-file Provider** decals and placards

➤ **We will support your local efforts with a national public service campaign including:**

- Radio**—:60 and :30 scripts enclosed
- TV** advertising—storyboard enclosed
- Newspaper** ads—samples enclosed
- Magazine** ad—sample enclosed

To help direct customers to your business, some of the enclosed materials can be customized. Use them as tie-ins with our big national drive. If you need additional materials, just complete and return the enclosed order form.

Besides getting faster refunds, **IRS e-file** makes filing taxes faster, easier and more secure for taxpayers. And it will help bring you new business—and build loyalty with your current customers.

Thank you for helping America use **IRS e-file**.